

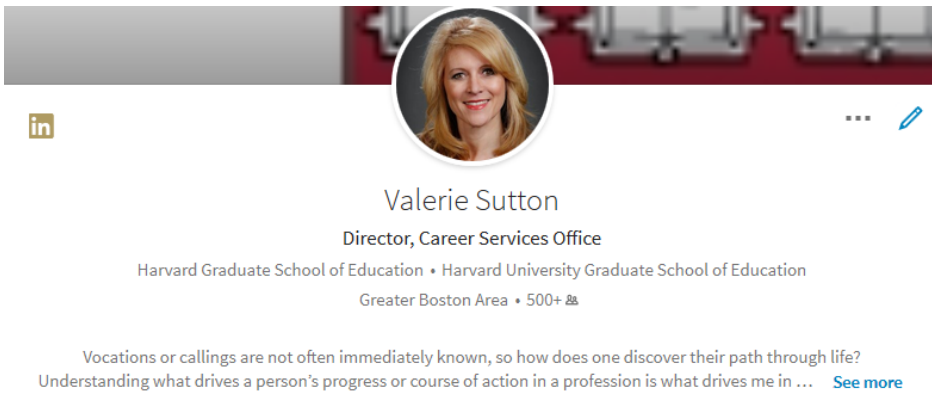


The Job Seeker's LinkedIn Profile

The Profile

LinkedIn is an important tool to optimize your opportunities in a job search. You will want your profile to be the best reflection of yourself for future opportunities, so you will need to consider each section carefully.

- The Header: Name, Tag, Geography
- Summary
- Experience and Accomplishments
- Education
- Skills, Endorsements & Recommendations
- Additional Information



The Header

The Profile Header is the first thing hiring managers see in an advanced search of candidates, so make it count. You want them to click-through to your full profile.

1. **Name:** Use the one that will make it easiest for people to find you. This may include a nickname, maiden name or middle name.
2. **Tagline:** Use your current title or career aspiration (e.g., Professional Educator focused on Diversity & Inclusion or Career Development Specialist). *Do not put job seeker, student or looking for opportunities.*
3. **Geography:** Put the location you want to live, if different from your current location.
4. **Picture:** Upload a professional headshot. Set your picture privacy settings for first degree connections only. This will help to avoid unintentional bias.

Profile Quick Tips:

The **Summary** is included in the header. The first sentence needs to be powerful, so a recruiter will dive deeper.

If you are leveraging your prior professional experience to return to an employer or move up in your current sector & role, then **Experience** should focus on your paid work experiences

If you are changing careers, you may detail relevant course projects and volunteer experiences in **Experience** or you can choose to use the **Project** section depending on the importance to your shifting career.

Education should include all universities and colleges attended to allow connections with alumni.

Accomplishments includes the following:

- **Projects** may be used for course projects or professional experiences outside of your paid work.

-**Certifications** includes any relevant certifications to your desired jobs that are not from a university.

-**Languages and Publications** may be used based on your career goals.

- **Organizations** may be used for professional associations that you belong and contribute.

- **Honors & Awards** should be highlighted in your experience or education but you may choose this section, as well.

Skills are searchable, so include relevant ones to your career.

The Summary:

The summary is a brief narrative about where you want to focus your attention professionally – keeping it focused but broad enough to fit multiple sectors and roles. The first sentence should make a recruiter dive deeper into your profile. Focusing on mission alignment and your strengths is a good way to start.

Your mission alignment should focus on the questions that drive you (e.g., teacher quality, leadership development, immigration issues). Write a statement of your mission alignment in 100 words or less here:

Your strengths are the skills and qualifications that you want to use in your career (e.g. measurement & evaluation, developing programs, managing staff). Write a statement focused on your strengths in 150 words or less here:

Experience Section

1. Choose relevant experience based on your career goals, as well as, the network that can be created. This can be unpaid and course experience depending on relevance.
2. Focus the description on the scope and achievement of your work. Use numbers and include your awards or honors for each job you list.
3. Be sure to include the proper key words for searches.
4. Make sure your profile is consistent with your resume.

Accomplishments Section

1. The order of Accomplishments Section is based on number in each category, so choose based only on relevance.
2. Use the Projects section instead of *Courses*. It will allow you to highlight your experience and avoid bias. Only add people to the project who will speak well of you.
- 3.
4. Treat similarly to *Experience* section. Focus the descriptions on keywords, scope, and achievement.

BE SURE TO TURN OFF “Sharing profile edits” in the Privacy Settings. Review all privacy settings.

Sharing profile edits

Choose whether your network is notified about profile changes

Should we let people know when you change your profile, make recommendations, or follow companies?

No

Close

No